

## CONFERENCE OVERVIEW

### 1. Presentation Materials

In previous conferences, we have asked attendees to rate the speakers and provide feedback about various elements of the conference. It is clear that one of the most appreciated elements is a binder with conference materials provided in advance. As a result, all attendees now receive an attractive three-ring binder containing copies of presentations and/or slides from the speakers when they check in. The feedback about those materials has been overwhelmingly positive.

Accordingly, all speakers are asked to put together a summary note about their topic with appropriate hard-copy slides as back-up. This could be a simple one-page outline, or a detailed paper with as many as fifteen pages. The length and specificity of the document is entirely up to you, but please ensure that it is self-sufficient and not a script of your presentation. Keep in mind that the quality of this document will reflect on your company.

Review the attached sheet and send the information requested in the enclosed envelope no later than January 31. We need the materials by then in order to have them duplicated, collated, stuffed, and shipped to San Francisco, CA., in time for the conference. Note that two items should be included in the pre-addressed envelope enclosed:

- audio/visual forms
- **presentation materials to go in the three-ring binder.**

### 2. Plan your presentation now

Unless told differently, you should expect to speak for 15 minutes only, to leave time for questions.

Similarly, immediately begin to put together the materials that will be distributed to attendees in the three-ring binder. Experience indicates that if you do this now, you will feel much more comfortable about your presentation as the conference draws nearer.

**Important note:** the hard copy of your presentation slides doesn't have to be final. We all change our speeches right up to the last minute. Just send us what you have.

### **3. Hotel Reservations - Act Now!**

To save travel and accommodation costs, and to ensure that space is available, immediately make your travel reservations. Call the Hyatt Regency San Francisco Hotel at 415-788-1234 or 1-800-233-1234 and identify yourself as attending the Interactive Newspapers '96 conference. The special rate of \$149 (single/double) is only available until February 11 or until the room block is depleted. After that date, rates increase and rooms will only be available on a first-come, first-served basis. Hotel rooms in San Francisco are at a premium, so please act now.

### **4. Marketing**

As of December 26, over **200** people had registered, so we fully expect 800 attendees if past trends are any indication. Editor & Publisher, NNA, SNA, and the INMA are also running ads to promote the conference, and working press interest is very high. Why not encourage your customers, suppliers, agencies, affiliates, financial contacts and other interested parties to attend the conference. If you would like more copies of the brochure or you have any other questions or suggestions, call Nanci Karas, or me directly.

### **5. Summary**

In previous conferences and seminars sponsored by The Kelsey Group since 1988, there have been over 400 different speakers. Evaluation sheets from those conferences have indicated a very high degree of satisfaction with most speakers. Similarly, comments to me by speakers have been universally positive about their networking opportunities and their ability to gain valuable new information and insights about the industry.

This will be a great show. Enjoy it and take advantage of all the opportunities.

**If you want to make a strong impression, you should consider exhibiting at the full trade show, sponsoring a lunch or hosting a hospitality suite. Please contact us with any questions.**

Sponsorship provides special benefits including an exhibit booth, free tickets, advance list of delegates, public recognition and increased awareness of your products and services. Note that the hotel has been instructed that no hospitality suite is to take place while any conference sessions are occurring.